

IS YOUR CONTACT CENTER FUTURE READY?

CUSTOMER EXPECTATIONS ARE RISING

7 out of 10 Customers say they have spent more money to do business with a company that delivers great service.ⁱ



More than half of Americans have scrapped a planned purchase or transaction because of bad service, and **33%** say they'll consider switching companies after just a single instance of poor service.ⁱⁱ



Nearly **80%** of American consumers point to speed, convenience, knowledgeable help and friendly service as the most important elements of a positive customer experience.ⁱⁱⁱ



CHANNELS ARE SHIFTING

More than six in 10 U.S. consumers say that their go-to channel for simple inquiries is a digital self-serve tool such as a website (24%), mobile app (14%), voice response system (13%) or online chat (12%).^{iv}

But, as the complexity of the issue increases, such as with payment disputes or complaints, customers are more likely to seek out a face-to-face interaction (23%) or a real person on the phone (40%).^v

AUTOMATION IS MAKING FRONTLINE JOBS MORE CHALLENGING

45%

According to Gartner, 45% of people don't care if they are dealing with a real person or AI as long as the experience is fast, easy, and effective.^{vi}



71%

However, 71% of Americans would rather interact with a human than a chatbot or some other automated process, especially when something goes wrong.^{vii}

U.S. SUPPORT COSTS ARE RISING & HIRING IS BECOMING DIFFICULT

- Most of the U.S. reached nearly full-employment by 2016^{viii}
- U.S. Unemployment dipped below 5% in 2018 meaning far fewer available workers for open roles^{ix}
- Average U.S. Hourly Wage rates grew by 8% from 2017 to 2018^x



TO BE SUCCESSFUL YOU NEED A PARTNER WHO CAN GUIDE YOU THROUGH IT ALL

ECLERX: THE PERFECT BLEND OF HUMANS AND TECHNOLOGY TO SUPPORT YOUR CUSTOMERS

DATA DRIVEN INSIGHTS TO GUIDE STRATEGY



FLAWLESS OMNICHANNEL DELIVERY



SMART AUTOMATION WITH AI/ML & RPA



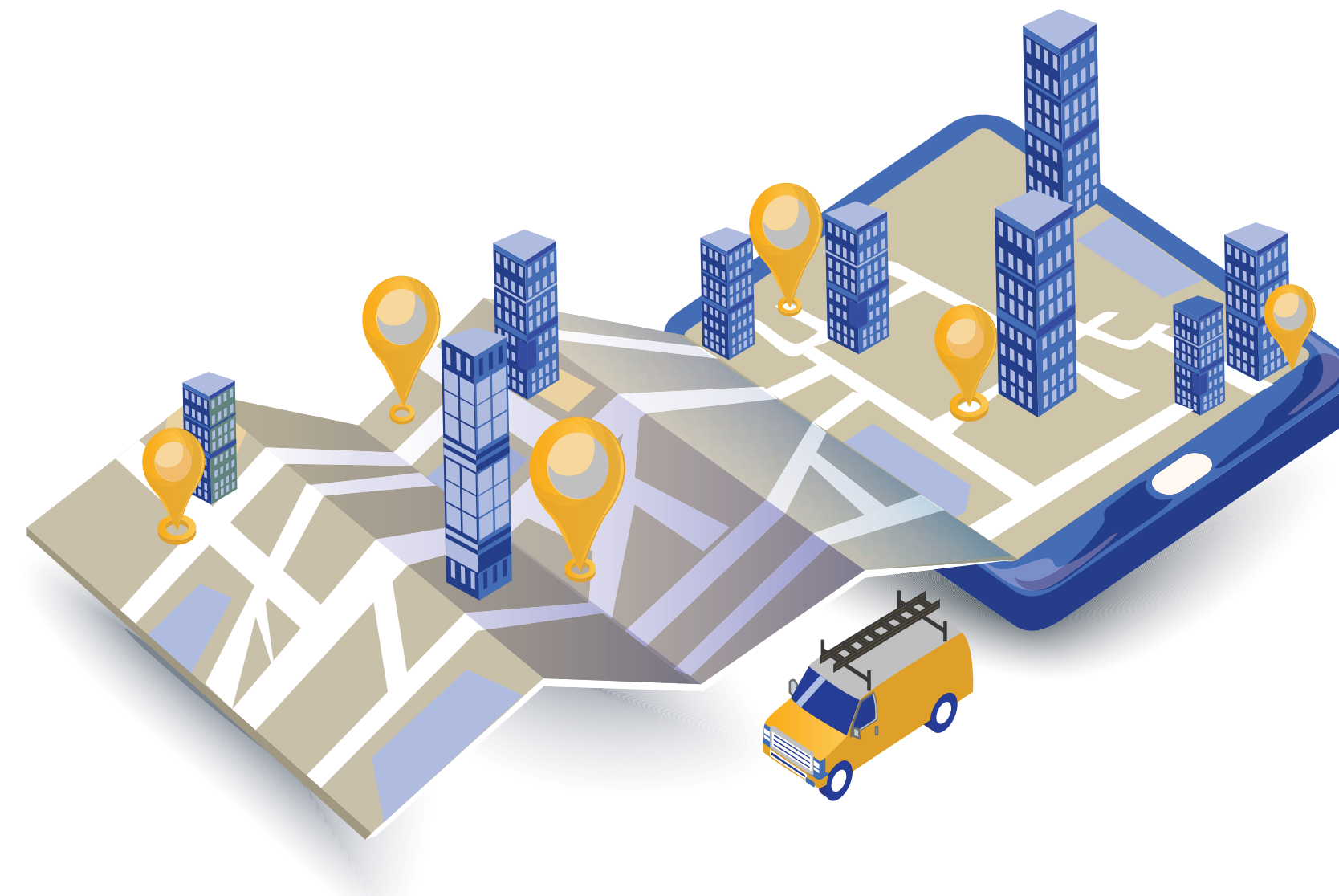
FRONTLINE CX MANAGEMENT PLATFORM



TECHNOLOGY SOLUTIONS TO POWER YOUR BUSINESS



COST EFFECTIVE DELIVERY LOCATIONS



TURNING ORDINARY TOUCHPOINTS INTO SUPERIOR CUSTOMER EXPERIENCES

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ⁱ#WellActually, Americans Say Customer Service is Better Than Ever. By American Express. December 2017. <https://about.americanexpress.com/press-release/wellactually-americans-say-customer-service-better-ever>

ⁱⁱIbid

ⁱⁱⁱExperience is Everything: Here's How to get it right." By David Clarke and Ron Kinghorn. PwC.

2018 <https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf>

^{iv}#WellActually, Americans Say Customer Service is Better Than Ever. By American Express. December 2017.

<https://about.americanexpress.com/press-release/wellactually-americans-say-customer-service-better-ever>

^vIbid

Source: <https://www.linkedin.com/pulse/tech-tuesday-future-ai-evolution-chatbot-scarlett-sieber/>

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^{vii}Experience is Everything: Here's How to get it right." By David Clarke and Ron Kinghorn. PwC. 2018

<https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf>

^{viii}U.S. Bureau of Labor Statistics <https://www.bls.gov>

^{ix}Ibid.

^xIbid.